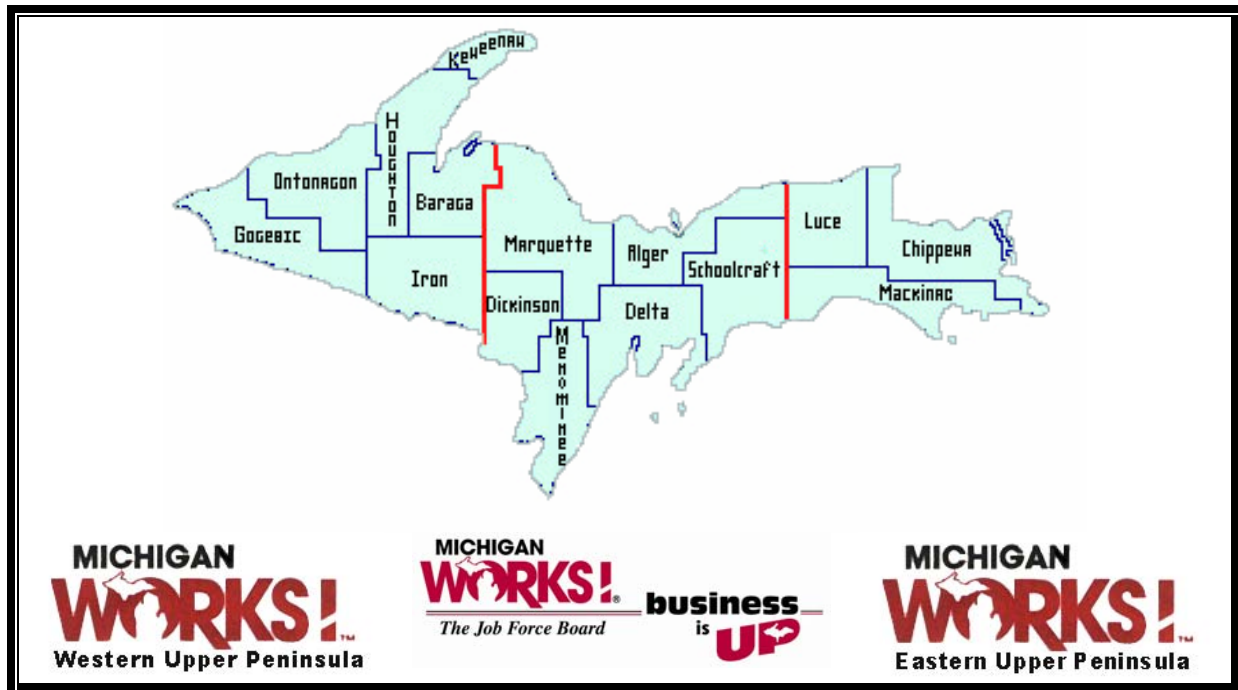




**CREATING THE 21ST CENTURY WORKFORCE:
DEVELOPING ALIGNED AND COORDINATED REGIONAL STRATEGIES
FOR
THE UPPER PENINSULA OF MICHIGAN**



COMMUNICATION STRATEGY

2007

Clear, accurate and timely communication of events and benchmarks achieved are critical to the success of the Upper Peninsula's 21st Century initiative. Communication of events and benchmarks achieved serve to align and empower all regional stockholders in the support of this initiative. Education, Economic Development, Community Development, Government, Workforce Development and Community Based Organizations all play a key role in the success of this initiative and will ensure that our region is competitive in the global marketplace.

Several activities will be initiated to support an aligned communication structure. These activities are:

1. Development of this formal communication plan for partner and public communication.
2. Preparation of the template for "Keeping the U.P. Connected" that can be electronically distributed across the Upper Peninsula.
3. Preparation and planned press releases in newspapers across the Upper Peninsula, UP Business Today,
4. Chamber of Commerce Newsletters and the Job Force Board's Business is Update.
5. Preparation and planned presentation updates via radio and television spots, including public service announcements, marketing and joint projects with Channel 6 "Invest in the Upper Peninsula."
6. Timely planned releases to the State of Michigan concerning 21st Century Progress.
7. Regular and ongoing community forums to communicate progress.

A detailed plan surrounding each of these seven activities can be found on the following pages.

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Communication Strategies

Keeping You Connected

Background

“Keeping You Connected” is a weekly e-newsletter distributed to educative, legislative, economic development, community development, workforce development, and business stakeholders across the Upper Peninsula. Its purpose is to inform stakeholders of important regional events, partnerships, projects and activities surrounding economic and workforce development, which includes the Upper Peninsula’s 21st Century Initiative.

Action

To incorporate 21st Century Initiative progress updates bi-weekly

TV6 “Invest in the UP” Initiative Partnership

Background

WLUC TV6 has created a partnership with Michigan Works! around their 2007 Campaign to “Invest in the UP”. The “Invest in the U.P.” Campaign is designed to showcase the benefits of living in the U.P., educate our children about the good jobs that exist so they stay, convince entrepreneurs to start their businesses in the U.P., and reassure existing businesses who are moving forward with expansion that they can be confident about the future of the Upper Peninsula.

Action

To air quarterly 21st Century Initiative success stories during newscasts of the “Invest in the UP” Campaign

Job Force Board’s Business is Update

Background

Business is Update is a monthly publication that reaches over 5,000 business, economic and community stakeholders across the Upper Peninsula. This publication serves as a tool to educate and inform its readers of workforce and economic activities happening throughout the region. It also serves as a forum for our regional business and industry to promote their products and services.

Action

To create one article per month with a 21st Century Initiative related theme

Radio Results Network Partnership

Background

Radio Results Network (RRN) is Upper Michigan's largest locally owned radio network. RRN and its employees own and operate a total of five radio stations from three separate broadcast facilities in the Central Upper Peninsula. RRN and Michigan Works! have partnered to create awareness around the Upper Peninsula's 21st Century Initiative.

Action

Whenever deemed appropriate and necessary, a Michigan Works! representative will be interviewed on the Delta Rendezvous show as well as morning radio shows on WCMM, WGLQ and WGKL.

Excerpts from the interview are a part of the daily news when appropriate

Planned Media Releases

Background

As new activities, projects, success stories and relevant community information becomes available, media releases will be circulated. Media releases are a successful way to communicate efforts of the Upper Peninsula's 21st Century Initiative. Media releases often generate further follow-up by reporters. Currently, over 50 radio, television and print media contacts will be alerted of the ongoing progress around this initiative.

Action

To release newsworthy information to all media contacts in a timely and effective manner

Chamber of Commerce Communication

Background

Because strong partnerships between Michigan Works! and area Chambers of Commerce have been established, shared values of economic and workforce development are in tact. Communication of the 21st Century Initiative and its progress, as a part of this shared vision, aligns with content distributed in monthly chamber newsletters.

Action

To provide monthly updates to all Chamber contacts for submission into their member communications

Upper Peninsula Business Today

Background

The monthly magazine, with a readership of over 20,000, keeps the U.P. business community informed on regional business activities and trends. In each edition, Michigan Works! highlights a topic related to economic and workforce development activities throughout the Upper Peninsula.

Action

To provide UP Business Today with 21st Century related articles when deemed appropriate

Ongoing Community Forums to Communicate Progress

Background

Upper Peninsula 21st Century Progress will be communicated to attendees of the following strategic forums:

- Upper Peninsula Economic Development Authority Meetings
- Upper Peninsula Superintendent Meetings
- Operation Action UP Meetings
- Individual County Chamber Board Meetings
- Six County Employment Alliance Board Meetings
- Job Force Board Meetings
- Yearly Economic and Workforce Development Summit (partners: Operation Action UP and Upper Peninsula Economic Development Authority)

Overall Outcome of the Communication Strategy

To generate positive and comprehensive public awareness of Upper Peninsula's 21st Century Initiative throughout the entire region.

Note:

Whenever possible, the Department of Labor and Economic Growth will be notified of media coverage at least one week prior to air-time or publication.